

## FACULTY PROFILE

### Personal Information:

**Name:** Dr.Appasaba.L.V

**Designation:** Associate Professor

**Department:** Department of Business Management

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### Area of Specialization:

Consumer Behavior; Emotional Intelligence; Retailing; Social Media Marketing; Price Promotions; Marketing Research Strategies; Organizational Behavior and Human Resource Management.

### Academic qualification

[**Ph.D**], In 2016 Doctorate Awarded in the Field of Management from reputed State Government Kuvempu University. Karnataka (India).

[**MBA**], MBA for Kuvempu University for the year 2007-2009, MBA

[**Bachelor of Commerce**], Bachelor of Commerce from Karnatak University Dharwad

### Work/Teaching Experience:

Associate Professor	Working as Associate Professor at Department of Business Management, Central Tribal University of Andhra Pradesh Vizianagaram, India. from December 24-12-2022
Assistant Professor	Worked as Assistant Professor at Department of MBA, Visvesvaraya Technological University, Belagavi. from March 07-2014 to 22-12-2022

### Research, Scholarly, Professional and Scientific Activity:

**Research publications in peer-reviewed journals (National /International) (UGC /Scopus /SCI/SCIE/WoS etc..)**

1. **Appasaba, L. V., et al. (2023).** Portfolio Management Strategies Among NSE Listed Mutual Fund Companies. Journal of Harbin Engineering University, 44(7), 497-504. || pp. 497-504.
2. **Appasaba, L. V., et al. (2022).** E-Filing of Income Tax: Awareness and Satisfaction Level of Individual Tax Payers in India. International Journal of Food and Nutritional Sciences, 11(3), 3388-3401. || pp497-504.

3. **Kulkarni, P., & Appasaba, L. V., et al. (2022).** The Influence of Covid-19 on Employee Ergonomics and Employee Engagement of Banking Employees. Emerald Publishing Limited, 19, 2752-8359. || pp. 13-29.
4. **Appasaba, L. V., et al. (2022).** Role of E-Banking Services with Customer Perception and Satisfaction in Current Scenario. Australian Business Deans Council, 15, 1819-8643. || pp. 1-09.
5. **Keerthan Dixit A., & Appasaba, L. V., (2022).** Understanding the Factors Influencing the Consumer Preferences Towards Online Food Retailers in Bengaluru with Reference to Swiggy and Zomato. Journal of Management & Entrepreneurship, 16, 2229-5348, || pp. 01-13.
6. **Keerthan Dixit A., & Appasaba, L. V., (2022).** An Analysis of Business Models Adopted by Online Food Retailers in Bengaluru with Reference to Swiggy and Zomato. ANVESAK, 51(2), 0378-4568, || pp. 46-57.
7. **Lakshminarayana, K., & Appasaba, L. V., et al. (2022).** Role of New Education Policy 2020 in Higher Education - a Comparative Analysis of NEP 1986 and NEP 2020. Journal of Management & Entrepreneurship, 16, 2229-5348, || pp. 113-125.
8. **Pramod Kumar, G., & Appasaba, L. V., et al. (2022).** A Study an Impact of Job Satisfaction On Organizational Performance In Steel Industry Reference To Bellary District. The Journal of Oriental Research Madras, 93(2), 0022-3301, || pp. 149-167.
9. **Nandini Arun Sawant., & Appasaba, L. V., et al. (2021).** Analyzing the Factors Affecting the Distribution System of Organized Fruit Processing Companies in North Karnataka. Journal of the Maharaja Sayajirao University of Baroda, 55, 0025-0422. || pp. 284-303.
10. **Pramod Kumar, G., & Appasaba, L. V., (2021).** A Study on Impact of Employee Job Satisfaction on Organizational Performance with Reference to Manufacturing Industry in Karnataka. Wesleyan Journal of Research, 14, 0975-1386. || pp. 07-20.
11. **Lakshminarayana, K., & Appasaba, L. V., (2021).** Evaluation of Upward Movement of Cashless Transaction System in Bangalore City- a Consumer Perspective, Wesleyan Journal of Research, 14, 0975-1386. || pp. 195-212.
12. **Thimmesha, L., & Appasaba, L. V., et al. (2021).** The Role of Education in Rural Development – the Present Scenario in India, Sambodhi Journal, 43, 2249-6661. || pp. 496-502.
13. **Pramod Kumar, G., & Appasaba, L. V., et al. (2021).** An Impact of CSR Activities of Steel Companies in Social Aspects of Rural Development with Special Reference to Ballari District. Sambodhi Journal, 43, 2249-6661, || pp. 557-561.

14. **Nandini Francis., & Appasaba, L. V., et al. (2021).** A Study of Distribution Problems and Prospects in Fruit Processing Industries of North Karnataka. NIU International Journal of Human Rights, 8, 2394-0298, || pp. 129-144.
15. **Kiran G., L. Thimmesha & Appasaba, L. V. (2021).** A Study on Green marketing Practices for Sustainable Development Consumer Perspective. International Journal of Advanced Research in Engineering and Technology, 12, 0976-6499. || pp. 818-826.
16. **Kiran G. & Appasaba, L. V., et al. (2020).** Customers Satisfaction Towards Online Banking Services of Public Sector Banks. International Journal of Scientific & Technology Research, 9(9), 3368-3372, || pp.3368-3372.
17. **Nishchitha Gowda CG., & Appasaba, L. V. (2020).** A Study on Management of Employee Ergonomics Practices in IT companies with reference to Bengaluru City. Dogo Rangasang Research Journal, 10, 2347-7180. || pp. 62-75.
18. **Dr. Kiran G. & Appasaba, L. V., et al. (2019).** The Role of Education in Rural Development – the Present Scenario in India. Sambodhi Journal, 43, 2249-6661, || pp. 496-502.

### Books published as author or co-author or editor

19. Appasaba, L. V., et al. (2022). **Service Marketing**, 720 Degree Research Pvt. Ltd. ISBN: 9788195401666.
20. Appasaba, L. V., et al. (2022). **Sanghataneya Nirvahane**, Infinite Learning Solution, ISBN: 978-81-9572756-8.
21. Appasaba, L. V., et al. (2022). **Vyaktitva Vikasana**, Infinite Learning Solution, ISBN: 978-81-9572758-2.
22. Appasaba, L. V., et al. (2022). **Communication and Media**, Infinite Learning Solution, ISBN: 978-81-9572754-4.
23. Appasaba, L. V., et al. (2022). **Business Ethics**, Infinite Learning Solution, ISBN: 978-81-9572753-7.
24. Appasaba, L. V., et al. (2017). **Economics for Managers**, Kalyani Publishers, ISBN: 978-93-2726464-7.
25. Appasaba, L. V., et al. (2017). **Research Methods for Researchers**, Bharatesh Education Trust's Belagavi, ISBN: 978-81-9274632-6.
26. Appasaba, L. V., et al. (2015). **Human Resource Management**, College Book House Bengaluru, ISBN: 978-938197966-2.
27. Appasaba, L. V., et al. (2014). **Small Business Management and Entrepreneurial**

**Development**, College Book House Bengaluru, ISBN: 978-9381979037.

### Book chapters published as author or co-author

28. Appasaba, L. V., et al. (2022). **Building Self Reliant India:**(Funding and Promotion of Aspiring Entrepreneurs), ICBM SBE, Hyderabad, ISBN: 978-93-5495187-9
29. Appasaba, L. V., et al. (2022). **Global Transitions Proceedings Science Direct Elsevier B.V.** on behalf of KeAi Communications Co. Ltd., ISBN: 2666-285X
30. Appasaba, L. V., et al. (2020). **Review of Language, Literature, Science, Commerce and Humanities**, SHANLAXPUBLICATIONS, ISBN 978-93-9008289-6
31. Appasaba, L. V., et al. (2012). **Entrepreneurship and Business Development in India**, Excel India Publisher, ISBN: 978-93-8206250-9
32. Appasaba, L. V., et al. (2011). **Renewing Business Trends in Post Recessionary Economy**, Excel India Publisher, ISBN: 978-93-8136119-1
33. Appasaba, L. V., et al. (2010). **Consumer Protection**, Vijay Nicole Imprints Private Limited Chennai, ISBN: 978-81-8209028-6

### Invited talks/lectures at professional or scientific meetings and conferences

1. **Resource Person** for All India Council for Technical Education Sponsored National Level Short Term Training Programme on the Title Technical Education for Rural Development held at Government Engineering College Hassan, on 05-12-2020. (**Topic: “Management Education for Rural Development”**)
2. **Resource Person** for All India Council for Technical Education Sponsored National Level Short Term Training Programme on the Title Technical Education for Rural Development held at Dept Government Engineering College Hassan, on 28-11-2020. (**Topic: “Marketing Management, Business for Rural Development”**)
3. **Resource Person** for Government of Karnataka Department of Technical Education Sponsored Workshop on the Title Civil Service Examinations Preparation Training held at Dept Government Engineering College Hassan, on 12-02-2020. (**Topic: “Career Opportunities and Planning in the Field of Banking Sector and its Management”**)
4. **Resource Person** on the Title “Role of Engineers in Society” Organized by Malnad College of Engineering, Hassan, on 13-10-2019. (**Topic: “Importance of Service to the Community”**)

5. **Resource Person** for Regional Directorate of NSS, Government of India and VTU Belagavi, Title NSS – National Integration Camp-2018” held at VTU Belagavi, on 28-11-2018. (Topic: “**Management and Entrepreneurship Skills**”)
6. **Resource Person** for Regional Directorate of NSS, Government of India and VTU Belagavi, Title NSS – South Zone Pre-Republic Parade Day Selection Camp-2018” held at VTU Belagavi, on 01-11-2018. (Topic: “**Leadership Skills**”)
7. **Resource Person** on the Title “**Challenges and Opportunities in the Implementation of NSS in the Present Scenario**” Organized by B.M.S College of Engineering, Bengaluru, on 26-09-2018.
8. **Resource Person** on the Title “**Challenges Social Responsibility for Better Human Being**” Organized by Ramaiah Institute of Technology, Bengaluru, on 26-08-2018.
9. **Resource Person** on the Title “**Leadership Qualities through NSS**” Organized by Government Engineering College, Bengaluru, on 28-03-2018.
10. **Resource Person** on the Title “**Role of Youths in using the current Technology in Water Resources Management**” Organized by Government Engineering College, Bengaluru, on 09-11-2017.

#### **Ph.D Guidance:**

##### **No. of Ph.D. Theses Awarded: 03 (Three)**

1. Ms. Nandini Arun Sawant from VTU, Belagavi Awarded on 03 April 2021 (Topic: “**A Study of Distribution Problems and Prospects in Fruit Processing Industries of North Karnataka**”).
2. Mr.Pramod Kumar G from VTU, Belagavi Awarded on 10 March 2022 (Topic: “**An impact of Job Satisfaction on Organizational Performance in the Steel Industry**”).
3. Mr. Keerthan Dixit A from VTU, Belagavi Awarded on 16 Oct 2015 (Topic: “**A Study on analysis of Marketing Strategies adopted by Online Food Retailers in Bengaluru**”-A Case Study of Swiggy and Zomsto”).

#### **Awards/Fellowships/Distinctions/Achievements:**

"I was honored to receive the **Best NSS Programme Coordinator award** from the **Government of Karnataka NSS State Award** (YOUTH EMPOWERMENT AND SPORTS DEPARTMENT NATIONAL SERVICE SCHEME CELL) in recognition of my unblemished service in the field of social service."